

SUCCESS STORY

NAAB ELECTRIC

Mid-America Manufacturing Technology Center

"The expertise MAMTC provided has allowed us to identify and restructure key elements of our business processes. They helped us identify a clear plan of action and provide structure to our efforts to ensure they can be repeated in the future to facilitate growth. The techniques and practices provided by MAMTC will position us for future growth and sustainability. We could not have achieved the desired outcome without MAMTC. The resource MAMTC provided was very knowledgeable and a pleasure to work with. We look forward to continued learning and application of beneficial business practices and techniques." Alicia Gian-Maciulis, Marketing & Sales

ORGANIZATIONAL PLANNING & STRATEGY DEVELOPMENT

ABOUT. NAAB is a family owned cool enclosure manufacturing company offering sealed electrical cabinet enclosures. The company is located in Garden City, KS and employs approximately 12 people.

THE CHALLENGE. Current owners have seen the business grow, and recently received a provisional patent on their Cool Enclosure. Projected sales are such that NAAB will not be able to fill orders and support its repair business. It has been decided a marketing plan and organizational development are needed to grow the business. Leadership recognized outside help would be needed to meet their goals. A budget was created to ensure the business had the funds needed to engage outside expertise.

MEP'S ROLE. MAMTC, a NIST MEP affiliate, was engaged to establish a clear vision and mission for the company as well as gather information to determine what was needed to meet the plan to grow the business. NAAB focused its efforts to execute an export marketing plan. As a result of MAMTC's engagement, the company was able to develop the export marketing plan. They developed a clear and concise Vision and Mission statement to guide the company's future growth. A succession plan is being developed to ensure a successful transition of ownership when the time is right.



RESULTS



\$35,000 in increased/retained sales



\$5,000 in cost savings



\$22,000 in new investments

NEXT STEPS



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